

**..Title**

Conduct a Public Hearing to Consider/Discuss/Act on a Request to Zone the Subject property to "PD" - Planned Development District, Generally to Allow Single Family and Multi-Family Residential Uses and Modify the Development Standards, Located Approximately 140 Feet South of Saffira Way and Approximately 1,350 Feet West of Trinity Falls Parkway

**..Summary**

**COUNCIL GOAL:** Direction for Strategic and Economic Growth  
(1C: Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space)

**MEETING DATE:** August 26, 2025

**DEPARTMENT:** Development Services - Planning Department

**CONTACT:** Jake Bennett, Planner II  
Caitlyn Strickland, AICP, Planning Manager  
Hayley Angel, AICP, Interim Director of Planning

**APPROVAL PROCESS:** The recommendation of the Planning and Zoning Commission will be forwarded to the City Council for final action at the September 2, 2025 meeting.

**STAFF RECOMMENDATION:** Staff recommends approval of the proposed zoning request.

**APPLICATION SUBMITTAL DATE:** March 24, 2025 (Original Application)  
May 14, 2025 (Revised Submittal)  
June 18, 2025 (Revised Submittal)  
July 14, 2025 (Revised Submittal)

**ITEM SUMMARY:** The applicant requests to rezone approximately 136 acres of land, generally for single-family residential uses.

**EXISTING ZONING AND LAND USES:**

Location	Zoning District (Permitted Land Uses)	Existing Land Use
Subject Property	N/A ; City of McKinney ETJ	Undeveloped Land

North	N/A ; City of McKinney ETJ	Luxe Subdivision
South	“AG” – Agriculture District (Agricultural Uses)	Undeveloped Land
East	“PD” – Planned Development District and City of McKinney ETJ (Commercial and Multi-Family Residential Uses)	Commercial and Residential
West	“R5” – Residential District and City of McKinney ETJ (Single-Family Residential Uses)	Shaded Tree 2 Subdivision and Undeveloped Land

**PROPOSED ZONING:** The applicant requests to zone the subject property generally for single-family residential uses.

The proposed “PD” – Planned Development District includes a mix of single-family residential use that offer a balance of housing types to be developed in a master planned manner.

The subject property is located just east of a proposed master-planned community of approximately 1,650 acres and is under the same ownership. The development regulations for this proposed PD are similar to those for the single-family residential districts in the zoning of the larger development.

The proposed development regulations include three residential use types: Traditional, Cottage, and Villa. Of the maximum 600 dwelling units to be permitted on the subject property, a minimum of 100 Traditional lots are required and a maximum of 200 Villa lots would be permitted. The minimum and maximum lot counts guarantee a mix of unit types that would be developed in a cohesive form across the 136-acre property.

Staff believes the proposed zoning should be compatible with surrounding properties and should offer a residential base for the further build-out envisioned for the Honey Creek District.

As such, Staff recommends approval of the requested zoning.

**CONFORMANCE TO THE ONE MCKINNEY 2040 COMPREHENSIVE PLAN:** A key aspect of the ONE McKinney 2040 Comprehensive Plan is to provide direction related to desired development patterns in the city and to inform decisions related to the timing and phasing of future infrastructure investments. To assist in guiding these decisions, the plan includes a set of Guiding Principles that provide overall guidance and a

Preferred Scenario and Land Use Diagram that illustrates the desired development patterns in the city. The Preferred Scenario and Land Use Diagram are built upon a series of distinctive districts, each with a specific purpose, focus and market. Each district consists of a mix of placetypes that identify the predominate land uses and desired pattern of development for the district.

- Guiding Principles:

The proposed rezoning request is generally in conformance with the Guiding Principle of “Diversity (Supporting our Economy and People)” established by the Comprehensive Plan. In particular, the proposed request has the potential to provide “[...]housing options and neighborhood choices that are accessible, attainable and appealing to people at all stages of their lives.”

- Preferred Scenario and Land Use Diagram Characteristics:

Per the Preferred Scenario and Land Use Diagram, the subject property is located in the Honey Creek and is designated as the Entertainment Center placetype.

**Entertainment Centers** are emerging commercial centers planned or developed with large-scale master plans. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, and commercial uses that serve a regional scale. Residential uses support these destination developments and offer a variety of urban housing products. The master plan for a regional entertainment center reinforces the interdependence of uses to create an experience for visitors in the development. The Entertainment Center may have a shopping center, lifestyle area, or something similar as a prominent feature.

- Land Use Diagram Compatibility:

When considering land use decisions, the City should determine that a project aligns with the Land Use Diagram and/or meets a majority of the plan’s established criteria to be considered compatible with the Land Use Diagram. The proposed rezoning request **aligns** with the Entertainment Center placetype of the Honey Creek District, is in conformance with the Land Use Diagram and should be compatible with the surrounding properties.

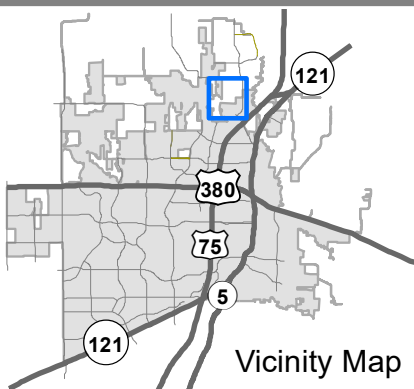
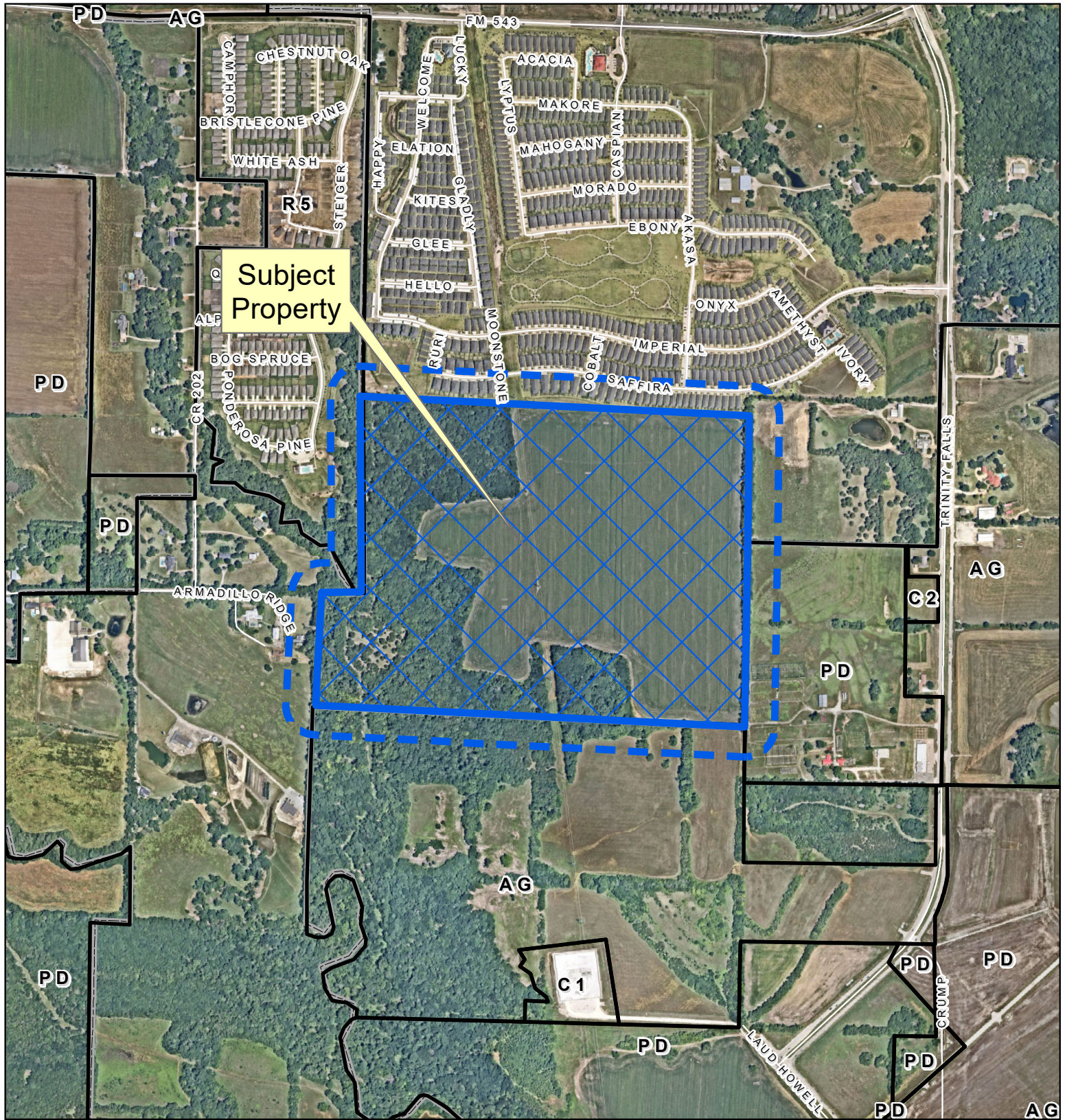
- Fiscal Model Analysis: The attached fiscal analysis shows a positive fiscal benefit of \$1,310,796 for the 136-acre property, which should contribute to achieving an overall fiscal balance in the city.

**OPPOSITION TO OR SUPPORT OF REQUEST:** Staff has received no letters of support to this request and no letters of opposition. This does not include emails or letters that may have been sent directly to members of the Council. Staff has not received any citizen comments through the online citizen portal.

On August 12, 2025, the Planning and Zoning Commission voted 7-0-0 to table the request and continue the public hearing to the August 26, 2025 meeting.

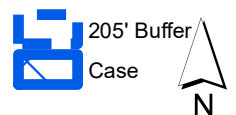






# Aerial Map ZONE2025-0035

0 460 920 Feet



DISCLAIMER: This map and information contained in it were developed exclusively for use by the City of McKinney. Any use or reliance on this map by anyone else is at that party's risk and without liability to the City of McKinney, its officials or employees for any discrepancies, errors, or variances which may exist.







May 14, 2025

Jennifer Arnold, AICP  
Director of Planning  
221 N. Tennessee  
McKinney, Texas 75069

***RE: Letter of Intent – Wilson Tract Rezone –136 Acres on the north side of future Laud Howell Parkway approximately 3,000 linear feet northwest of the terminus of Laud Howell Parkway at Trinity Falls Parkway***

Dear Ms. Arnold:

Please accept this correspondence as a formal Letter of Intent for the submittal of a Rezoning Request for the above referenced property. Currently the property is not within the McKinney city limits and is therefore unzoned.

We would like to rezone the property to PD-Planned Development consistent with the zoning for the Honey Creek development that was adopted by City Council in September 2024. We intend to develop the property as single family residential lots. We have included development standards and proposed land use guidelines that will govern development of the property. This rezoning request is accompanied by an Annexation request. We anticipate that this property will also be annexed into Honey Creek Municipal Management District 1.

If you have any questions, please contact me at 972-742-8545 or at [levi.wild@wildldc.com](mailto:levi.wild@wildldc.com).

Regards,

A handwritten signature in blue ink, appearing to read 'L. Wild'.

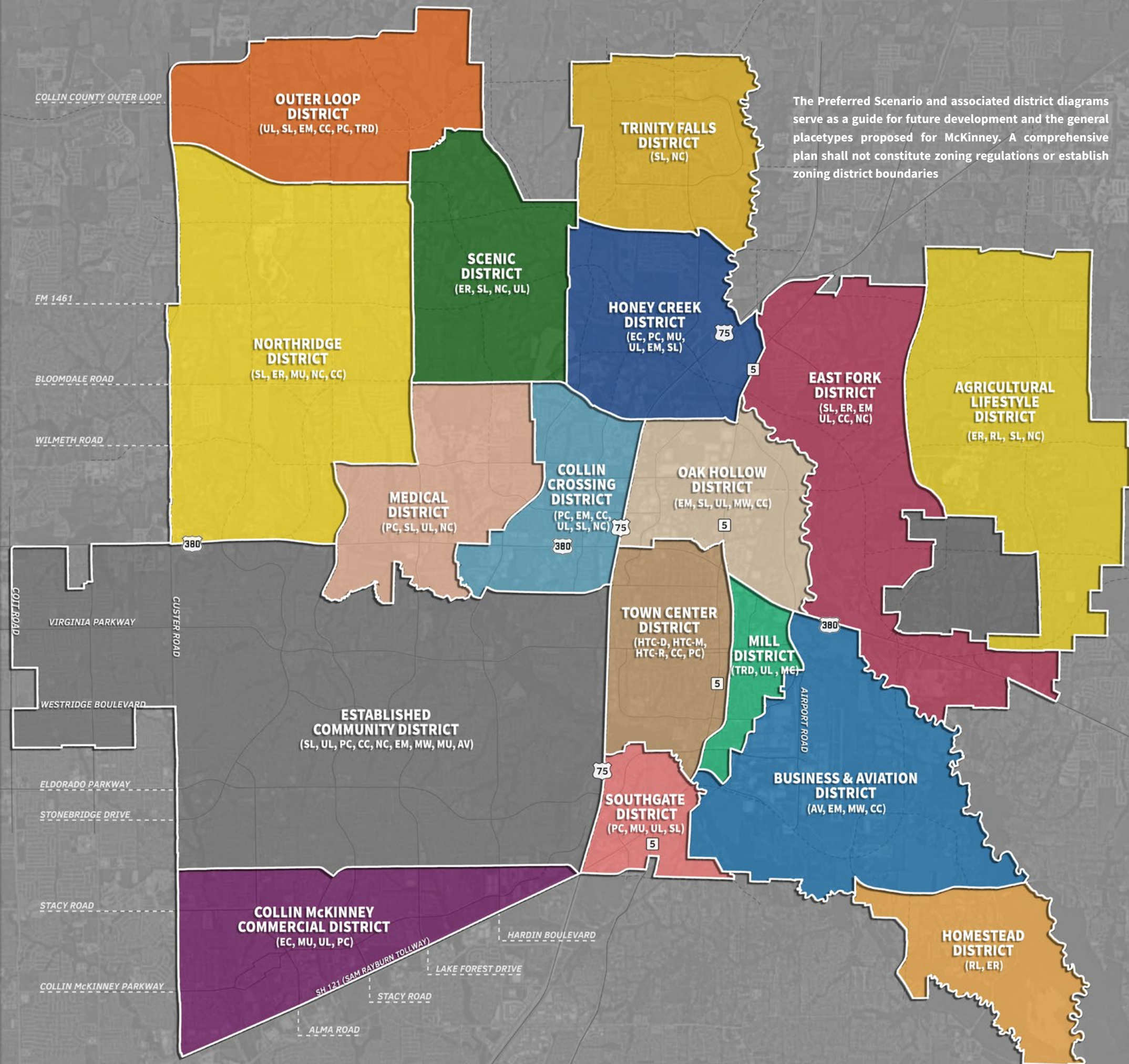
Levi A. Wild, PE

CC: File

# PREFERRED SCENARIO

## PLACETYPES

- Aviation (AV)
- Commercial Center (CC)
- Employment Mix (EM)
- Entertainment Center (EC)
- Estate Residential (ER)
- Historic Town Center - Downtown (HTC-D)
- Historic Town Center - Mix (HTC-M)
- Historic Town Center - Residential (HTC-R)
- Manufacturing & Warehousing (MW)
- Mixed Use Center (MU)
- Neighborhood Commercial (NC)
- Professional Campus (PC)
- Rural Residential (RR)
- Suburban Living (SL)
- Transit-Ready Development (TRD)
- Urban Living (UL)





# LAND USE DIAGRAM

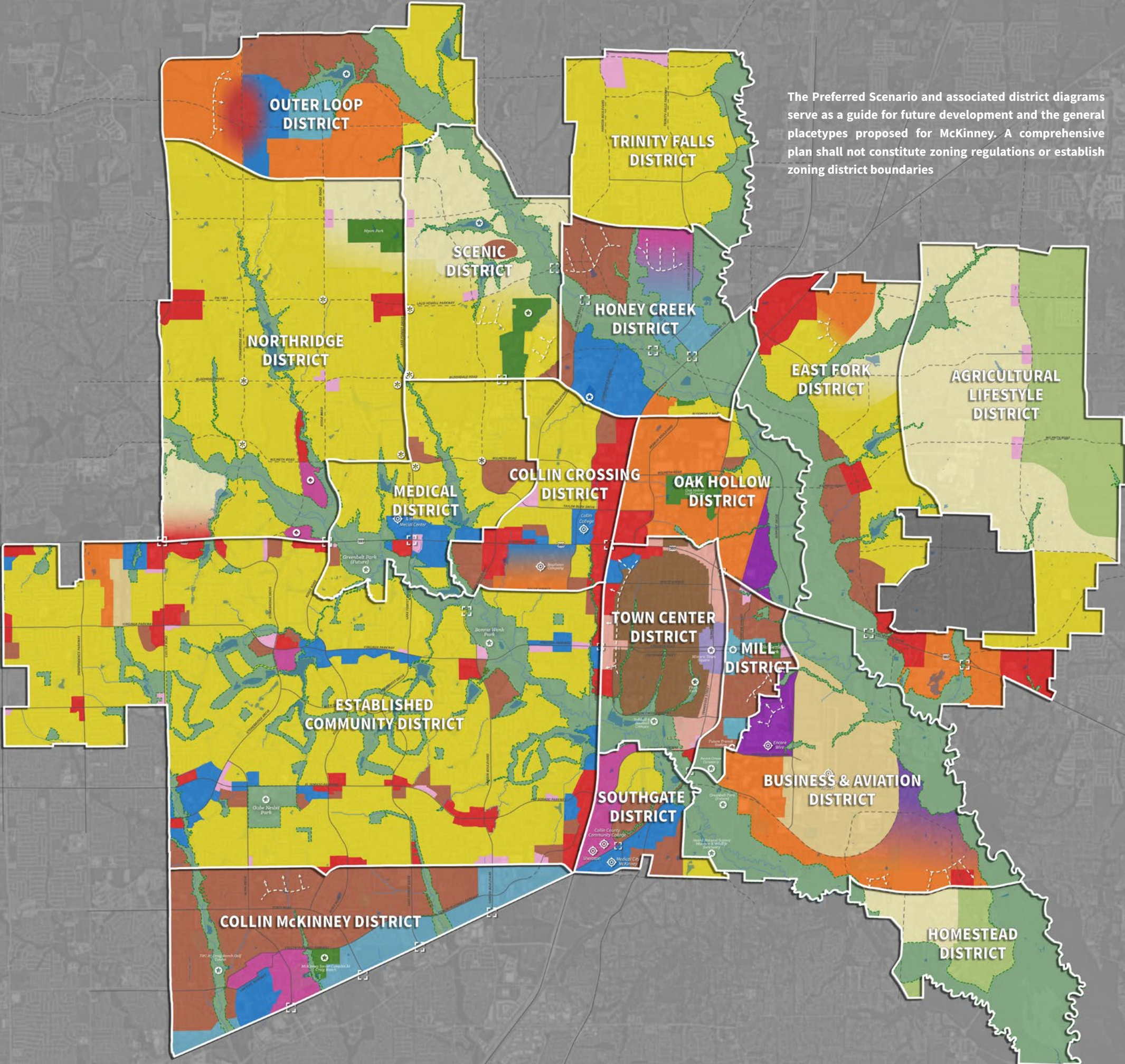
## LEGEND

### Placetypes

- Aviation
- Commercial Center
- Employment Mix
- Entertainment Center
- Estate Residential
- Historic Town Center - Downtown
- Historic Town Center - Mix
- Historic Town Center - Residential
- Manufacturing & Warehousing
- Mixed Use Center
- Neighborhood Commercial
- Professional Center
- Rural Residential
- Suburban Living
- Transit-Ready Deveopment
- Urban Living

### Other Features

- Floodplain / Amenity Zone
- District Boundary



The Preferred Scenario and associated district diagrams serve as a guide for future development and the general placetypes proposed for McKinney. A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries

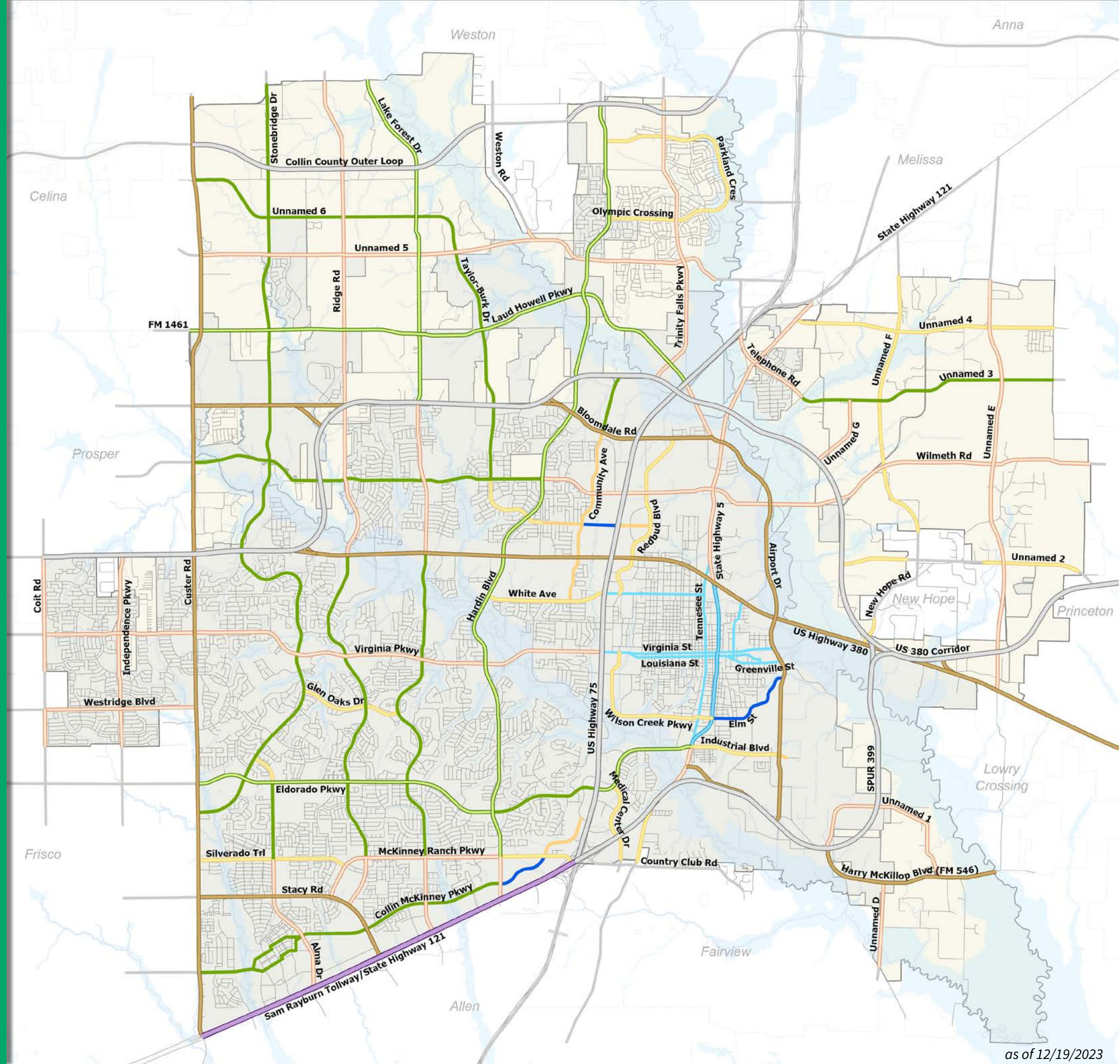


# MASTER THOROUGHFARE PLAN

## LEGEND

- Major Regional Highway/Multi-Modal
- Tollway
- Principal Arterial (130' - 6 lanes)
- Major Arterial (124' - 6 lanes)
- Greenway Arterial (140' - 6 lanes)
- Greenway Arterial (120' - 4 lanes)
- Minor Arterial (100' - 4 lanes divided)
- Minor Arterial (80' - 4 lanes undivided)
- Minor Arterial (70' - 3 lanes)
- Town Thoroughfare (4 lanes)
- Town Thoroughfare (2-3 lanes)
- McKinney City Limits
- McKinney ETJ
- Other Cities

Disclaimer: The Master Thoroughfare Plan provides generalized locations for future thoroughfares. Alignmnets may shift as roads are engineered and designed to accomodate floodplain areas and to meet sound engineering and urban planning principles. The Roadway lines shown on the plan are not precise (site specific) locations of future thoroughfares.

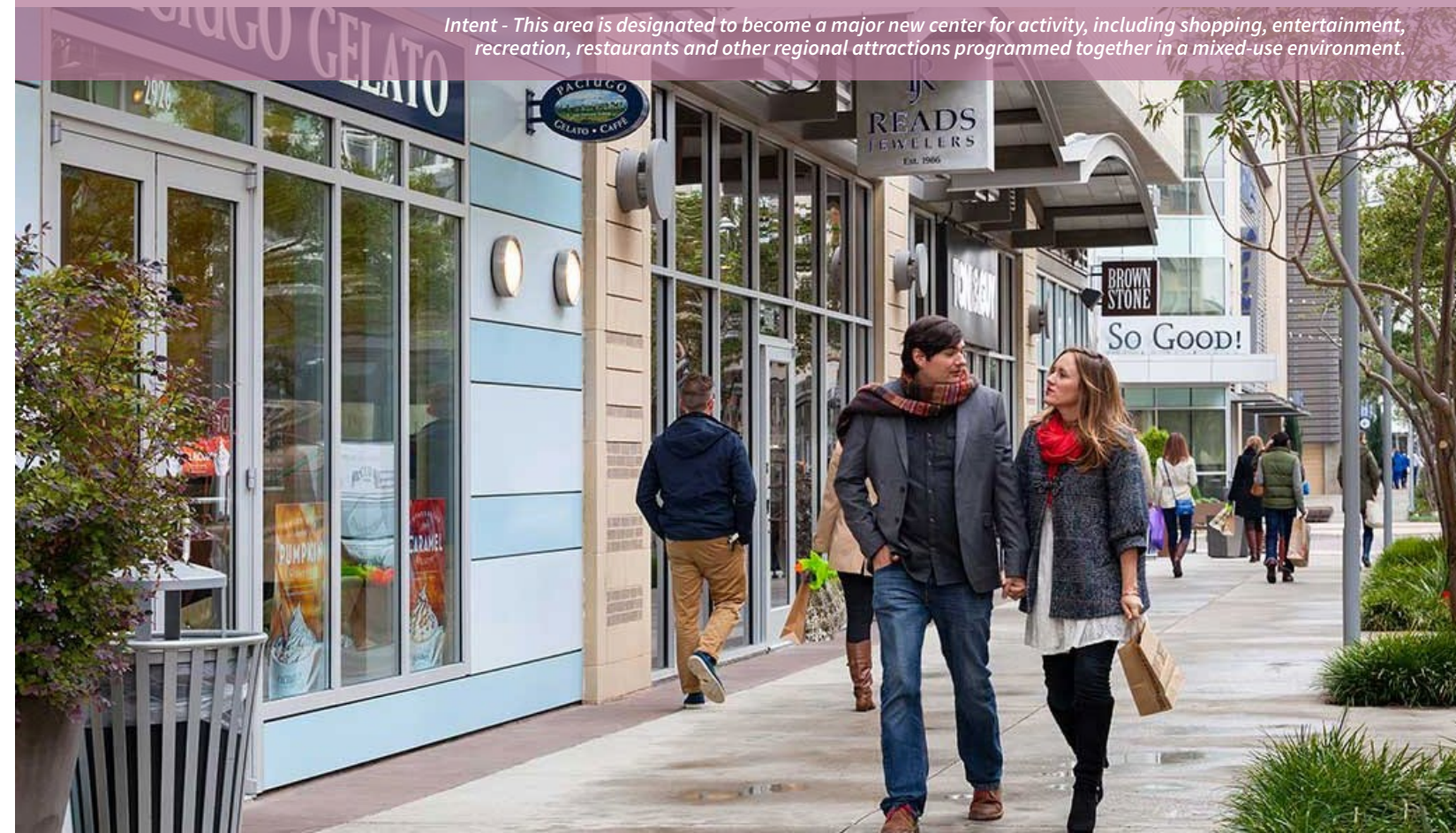






# HONEY CREEK ENTERTAINMENT DISTRICT

*Intent - This area is designated to become a major new center for activity, including shopping, entertainment, recreation, restaurants and other regional attractions programmed together in a mixed-use environment.*





# DESCRIPTION

The Honey Creek Entertainment District will be comprised of two character-defining areas – a mixed-use entertainment center and a Professional Center area.

Within the mixed-use entertainment center, private and public uses (including cultural and recreational offerings) appeals to a diverse range of residents and visitors. While many of McKinney’s current entertainment, recreational and cultural offerings appeal to families with children, uses in this District will attract young and retiring professionals as well as entrepreneurs. Supporting uses include retail stores, restaurants, office spaces and residences for individuals employed within the Entertainment Center

or Professional Center areas. Commercial uses include free-standing stores with visibility from or access to US 75, as well as smaller spaces, vertically and horizontally integrated with office and residential uses.

The Professional Center area is centered southwest of the mixed-use entertainment center, near the intersection of US 75 and Bloomdale Road with access to the US 380 Corridor. Low- and moderate-profile buildings (single- and multi-tenant) will be found here along with corporate headquarters, all supported by local- and region-serving natural and built amenities.

*“Uses in this District will attract young and retiring professionals”*

Retail and service tenants in the Entertainment Center area will draw consumers from markets beyond McKinney, including those in Prosper and Sherman, portions of Frisco and Allen, and points north to the state line. Residential areas will include a variety of products at densities that support Mixed-Use and entertainment centers.

Businesses which locate in the Professional Center area will be seeking an attractive setting with connections to the US 380 Corridor and US 75 and proximity to the Collin County Government Center, Raytheon and the Baylor,

Scott & White Medical Center. Retail stores and restaurants will primarily serve the area’s daytime population and supplement commercial developments located within the entertainment center.

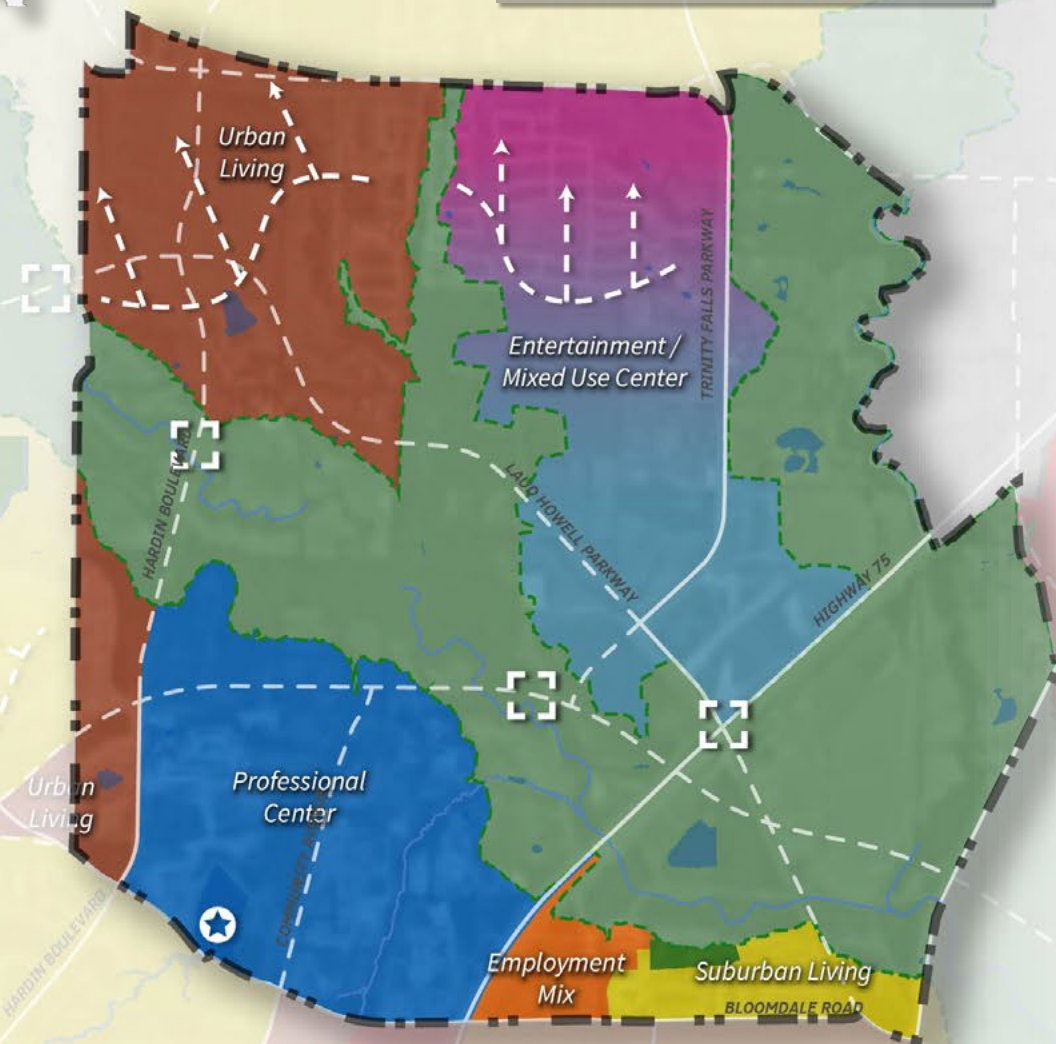
The households that will find this district appealing can generally be described as smaller households of single and married individuals, with jobs requiring professional and semi-professional skills, with incomes above the regional median, and a preference to rent or own in either established neighborhoods or urban centers.

# MARKET ANALYSIS

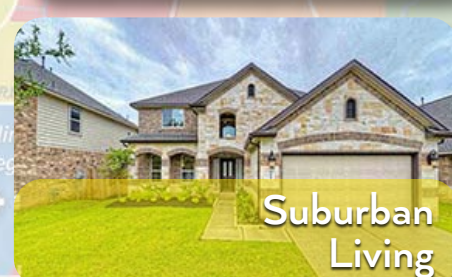
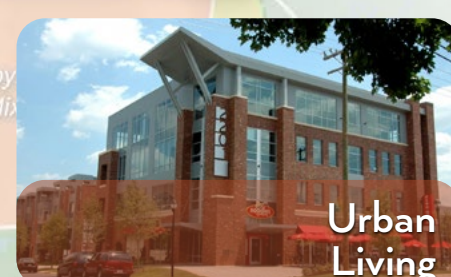


# LAND USE DIAGRAM

The Preferred Scenario and associated district diagrams serve as a guide for future development and the general Placetypes proposed for McKinney. A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



## PLACETYPES



# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Entertainment Center** is the first of two character-defining Placetypes. Its success is most critical to Honey Creek's desired character. The primary focal point for this Placetype should be located along Laud Howell Parkway, between Trinity Falls Parkway and US 75. Depending on market support, the mixed-use Placetype would be appropriate to locate in the northernmost areas if they are not supportable as entertainment center. The Entertainment Center and Mixed-Use Center area on the diagram indicates an intensity transition from the highest intensity of uses to less intense products as these placetypes approach adjoining single-family residential placetypes to the North.

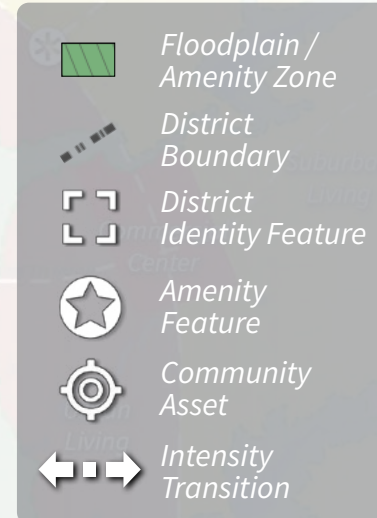
2. Three sides of the **Entertainment Center** area are bounded by floodplain. Future development at and around the intersection of US 75 and Laud Howell Parkway should integrate these natural areas into project design and development. Additional floodplain reclamation or modification in this area should be designed to enhance the Entertainment Center Placetype and its natural setting. Due to this desired integration, no other Placetypes should be allowed to locate between the Entertainment Center and the amenity zone.

3. **Professional Center** is the second character-defining Placetype in this District. It is intended to attract companies that want proximity to the Entertainment Center as part of their identity or because of their customer base. This is a unique location for businesses interested in sites near natural amenities, for companies desiring close proximity to the Collin County Government Center, and for companies whose employees want nearby choices for urban living. Design standards and technology infrastructure should be enhanced to compete for these employers.

4. Any infill development that occurs within these areas should be consistent and/or compatible with the existing built conditions and/or should demonstrate compatibility with the Placetypes and priorities shown in the Land Use Diagram.

5. The **Urban Living** Placetype offers residential choices for people who work in the Entertainment Center or who choose to live close to its attractions. The design and density of Urban Living development should create a walkable, pedestrian-friendly environment in the public and private spaces between the residential structures. While it includes a mix of housing types, lower-density and auto-oriented residential uses do not take full advantage of the area's potential and thus should be a minor part of the development pattern and should only be considered as a means by which to transition to existing residential uses. Accordingly, the Urban Living areas on the diagram indicate that an intensity transition from the highest density of Urban Living uses to less dense products as this placetype approaches the adjoining single-family residential neighborhoods.

6. The Entertainment Center and the Urban Living areas should share adjoining open space amenities and should be connected with streets and pathways that encourage walking and biking between the two areas.



## INDUSTRY TRENDS

### Development Trends

- Mixed-Use Environments
- 18-Hour Environments

### Employment Trends

- Mobile Workforce
- High-Growth High-Tech

### Social Trends

- Expanding Millennial Market

### Residential Trends

- Starter & Retirement Homes
- Renting By Choice

## PSYCHOGRAPHICS

EP **Enterprising Professionals**

BYP **Bright Young Professionals**

UPF **Up & Coming Families**

FA **Fresh Ambitions**

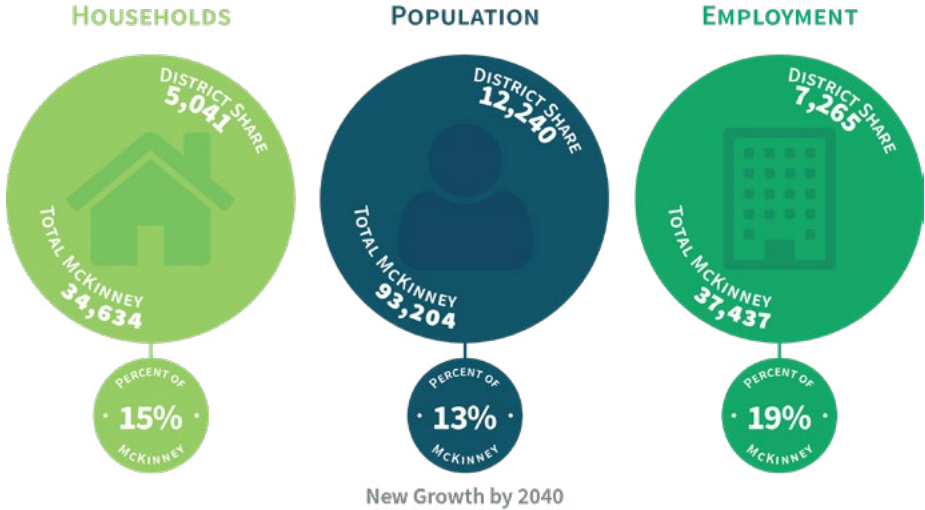


# IDENTITY, AMENITIES, & INFRASTRUCTURE

Key identity and amenity features such as gateways, trails and parks are described in detail in the City of McKinney Parks and Recreation Master Plan. Additionally, the following considerations are key to reinforcing the vision for and intent of this District.

- 1. District Identity Features (including specially enhanced bridges) should establish an overall character and brand for the Honey Creek District. Specifically, the feature identified at US 75 and Laud Howell Parkway should serve as a major gateway and should focus on creating an overall character and brand for the City and / or the Honey Creek Entertainment District. Additional gateways should mark the crossing of the Honey Creek waterway and transition of major land uses from entertainment and mixed-use to large scale professional offices. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
- 2. The Amenity Feature on the Diagram denotes an existing lake that should be maximized as an amenity feature for future developments in this area.
- 3. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, as well as the mixed-use development context of the District.
- 4. Mobility networks in this District should balance two different objectives. The major thoroughfares must provide adequate capacity to meet vehicular travel demand to regional destinations. At the same time, a network of streets and paths should provide convenient and inviting choices for non-auto travel between destinations within the District. This balance is particularly critical in this District because its compact, mixed-use character results in a high number of short trips, which will be feasible on foot or by bike if the area’s design is appropriate and appealing.
- 5. The design of roadways in this District should enhance the visibility and community value of the floodplain and open space areas. For example, single-loaded roadways along the District’s creeks could provide amenity value to those using the roads and higher property value to the properties facing the road and amenity.

The graphic that follows provides a profile of the Honey Creek Entertainment District if the District develops as outlined above. These graphics relate to new development only.



# ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Honey Creek Entertainment District.

- 1. Introduction of cultural venues and community amenities that diversify the entertainment mix in McKinney.
- 2. Design and finance of Identity Features at public locations within the District (i.e., creek crossings), consistent in design and character with those in adjacent private projects.
- 3. Investigate the use of special districts or other mechanisms that fund the costs associated with public improvements requiring higher service levels than provided citywide.
- 4. Consider the creation of a specific development code or other mechanism to ensure the desired development pattern within this District.





Site Analysis			
Annual Operating Summary	Proposed Zoning	Existing Zoning	2040 Plan Placetype
	PD - Planned Development (Res-Medium)		Honey Creek Entertainment District: Entertainment Center
Annual Operating Revenues	\$2,347,524	\$0	\$6,479,060
Annual Operating Expenses	\$1,036,728	\$0	\$1,901,963
Net Surplus (Deficit)	\$1,310,796	\$0	\$4,577,097
Development Value	Proposed Zoning	Existing Zoning	2040 Plan Placetype
Total Residential Development Value	\$254,253,099	\$0	\$97,920,000
Residential Development Value (per unit)	\$424,888	\$0	\$144,000
Residential Development Value (per acre)	\$1,869,508	\$0	\$3,600,000
Total Nonresidential Development Value	\$0	\$0	\$426,539,520
Nonresidential Development Value (per square foot)	\$0	\$0	\$180
Nonresidential Development Value (per acre)	\$0	\$0	\$3,920,400
Projected Output			
Total Employment	0	0	4,562
Total Households	598	0	680
Projected Market Analysis			
Market Share Analysis (Communitywide*)	Proposed Zoning	Existing Zoning	2040 Plan Placetype
% Residential	1.7%	0.0%	2.0%
% Retail	0.0%	0.0%	16.9%
% Office	0.0%	0.0%	32.3%
% Industrial	0.0%	0.0%	0.0%
*Includes City and Extraterritorial Jurisdiction			
Market Share Analysis (Districtwide*)	Proposed Zoning	Existing Zoning	2040 Plan Placetype
% Residential	12.4%	0.0%	14.1%
% Retail	0.0%	0.0%	77.1%
% Office	0.0%	0.0%	161.4%
% Industrial	0.0%	0.0%	0.0%
*ONE McKinney 2040 Comprehensive Plan			